



WEWS

ORDER

Print Date 09/24/12 Page 1 of 9

Flight Dates 09/25/12-10/01/12

<u>Contract / Revision</u>	<u>310374</u>	<u>/</u>	<u>OFA Sked A 09.25-10.01.12</u>	<u>Order Sep</u>	00:20:00
<u>Original Date / Revision</u>			<u>Agency Com</u> 15%	<u>Estimate #</u>	1536
	09/07/12	09/21/12	<u>Billing Contact</u>	<u>Alt Order #</u>	
<u>Advertiser</u>	Obama / Democrat / Preside			<u>Billing Type</u>	Cash
			1010 Wisconsin Avenue - Suite #80	<u>Order Type</u>	GENERAL
			Washington, DC 20007	<u>Billing Cycle</u>	EOM/EOC
<u>Agency</u>	GMMB Inc			<u>Billing Calendar</u>	BROADCAST
<u>Buying Contact</u>			<u>Sales Office</u> EWSDC	<u>Demographic</u>	A35+
			<u>Sales Region</u> NAT	<u>Rev Codes</u>	POL POL CAND
	1010 Wisconsin Avenue - Suite #80	<u>Agency Ref</u> 2		<u>Product Codes</u>	PL
	Washington, DC 20007			<u>Priority</u>	P-3
				<u>Advertiser Ref</u>	

Primary Account Executive

Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share 100% Market Value 133490

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGGN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	97	\$99,314.00	\$116,840.00	0.00	08/27/12	09/30/12	97	\$99,314.00	\$116,840.00
October 2012	22	\$14,152.50	\$16,650.00	0.00	10/01/12	10/01/12	22	\$14,152.50	\$16,650.00
Totals	119	\$113,466.50	\$133,490.00	0.00					

Billing Plan

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals		
														Spots	Amount	
E 1	WEWS	09/25/12	10/01/12	4-430am America This M	M	4-430a	MTWTF--	:30	5	\$35.00	P-3	0.00	NM	4	\$140.00	
4-430a America This Mor																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	-TWTF--		3	\$35.00			0.00						
		Week: 10/01/12	10/07/12	M-----		1	\$35.00			0.00						
E 2	WEWS	09/25/12	10/01/12			CM	430-5a	MTWTF--	:30	5	\$40.00	P-3	0.00	NM	4	\$800.00



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Contract / Revision **310374** Flight Dates **09/25/12-10/01/12**

Hiatus Dates

Original Date / Revision 09/07/12/ 09/21/12

Order Sep 00:20:00

Advertiser **Obama / Democrat / Presid** Product OFA Sked A 09.25-10.01.12 Estimate # **1536**



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Contract / Revision **310374** Flight Dates **09/25/12-10/01/12**

Hiatus Dates

Original Date / Revision 09/07/12/ 09/21/12

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Advertiser **Obama / Democrat / Presid** Product OFA Sked A 09.25-10.01.12 Estimate # **1536**



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Hiatus Dates

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Contract / Revision 310374 Flight Dates 09/25/12-10/01/12

Hiatus Dates

Original Date / Revision 09/07/12/ 09/21/12

Order Sep 00:20:00

Advertiser **Obama / Democrat / Presid** Product OFA Sked A 09.25-10.01.12 Estimate # **1536**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Totals			
														Amount				
E 24	WEWS	09/25/12	10/01/12	SA 7-8p Rotation SA 7-8p Rotation	CM	7-8p	-----S-	:30	2	\$300.00	P-3	0.00	NM	2	\$1,875.00			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>						
		Week: 10/01/12	10/07/12	-----		0				\$0.00		0.00						
E 25	WEWS	09/25/12	10/01/12	SU 6-630p News SU 6-630p News	CM	6-630p	-----S	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>						
		Week: 09/24/12	09/30/12	-----S		1				\$300.00		0.00						
		Week: 10/01/12	10/07/12	-----		0				\$0.00		0.00						
E 28	WEWS	09/25/12	10/01/12	M-F 7-730p 7-730p The List	CM	7-730p	MTWTF--	:30	5	\$500.00	P-3	0.00	NM	5	\$1,700.00			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>						
		Week: 09/24/12	09/30/12	-TWTF--		4				\$500.00		0.00						
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>				<u>Start/End Time</u>				<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>
		6	/EWS	09/24/12-09/30/12		M-F 7-730p				7-730p				-TWThF---	:30	\$300.00	0.00	NM
		7	/EWS	09/24/12-09/30/12		M-F 7-730p				7-730p				-TWThF---	:30	\$300.00	0.00	NM
		8	/EWS	09/24/12-09/30/12		M-F 7-730p				7-730p				-TWThF---	:30	\$300.00	0.00	NM
		9	/EWS	09/24/12-09/30/12		M-F 7-730p				7-730p				-TWThF---	:30	\$300.00	0.00	NM
		Week: 10/01/12	10/07/12	M-----		1	\$500.00		0.00									
E 30	WEWS	09/25/12	10/01/12	M-F 730-8P 730-8p Let's Ask America	CM	730-8p	MTWTF--	:30	5	\$400.00	P-3	0.00	NM	5	\$2,000.00			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>						
		Week: 09/24/12	09/30/12	-TWTF--		4				\$400.00		0.00						
		Week: 10/01/12	10/07/12	M-----		1				\$400.00		0.00						
E 32	WEWS	09/25/12	10/01/12	Monday DWS Monday DWS	CM	8-10p	M-----	:30	1	\$4,500.00	P-3	0.00	NM	1	\$4,500.00			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>						
		Week: 09/24/12	09/30/12	-----		0				\$0.00		0.00						
		Week: 10/01/12	10/07/12	M-----		1	\$4,500.00		0.00									
E 33	WEWS	09/25/12	10/01/12	Monday Prime C Monday Prime C	CM	10-11p	M-----	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>						
		Week: 09/24/12	09/30/12	-----		0				\$0.00		0.00						
		Week: 10/01/12	10/07/12	M-----		1	\$2,000.00		0.00									
E 37	WEWS	09/25/12	09/25/12	Tuesday Prime C Tuesday Prime C	CM	10-11p	-T-----	:30	1	\$2,800.00	P-3	0.00	NM	1	\$2,800.00			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>						
		Week: 09/24/12	09/30/12	-T-----		1	\$2,800.00		0.00									
E 39	WEWS	09/25/12	10/01/12	Wednesday Prime C Wednesday Prime C	CM	10-11p	--W----	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>						
		Week: 09/24/12	09/30/12	--W----		1	\$2,000.00		0.00									
		Week: 10/01/12	10/07/12	-----		0				\$0.00		0.00						
E 43	WEWS	09/27/12	09/27/12	Thursday Prime C Thursday Prime C	CM	10-11p	--T---	:30	1	\$2,800.00	P-3	0.00	NM	1	\$5,000.00			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>						
		Week: 09/24/12	09/30/12	--T---		1	\$2,800.00		0.00									
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>				<u>Start/End Time</u>				<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>
		1	/EWS	09/24/12-09/30/12		Thursday Prime C				10-11p				---Th---	:30	\$5,000.00	0.00	NM
E 45	WEWS	09/25/12	10/01/12	Friday Prime B Friday Prime B	CM	9-10p	----F--	:30	1	\$1,400.00	P-3	0.00	NM	1	\$1,400.00			



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Hiatus Dates

Original Date / Revision 09/07/12/ 09/21/12

Order Sep 00:20:00

Advertiser **Obama / Democrat / Presid** Product OFA Sked A 09.25-10.01.12 Estimate # **1536**



Contract / Revision **310374** Flight Dates **09/25/12-10/01/12** Hiatus Dates

Original Date / Revision 09/07/12/ 09/21/12 Order Sep 00:20:00

Advertiser **Obama / Democrat / Presid** Product **OFA Sked A 09.25-10.01.12** Estimate # **1536**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>	
														Spots	Amount
E 58	WEWS	09/25/12	10/01/12	M-F Right This Minute	CM	106a-206a	MTWTF--	:30	1	\$75.00	P-3	0.00	NM	1	\$30.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/24/12	09/30/12	-TWTF--	1	\$30.00	0.00										
Week: 10/01/12	10/07/12	-----	0	\$0.00	0.00										
E 59	WEWS	09/25/12	10/01/12	Criminal Minds	CM	1135p-105x	-----S-	:30	1	\$55.00	P-3	0.00	NM	2	\$110.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/24/12	09/30/12	-----S-	1	\$55.00	0.00										
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u>				<u>Start/End Time</u>											
4	WEWS	09/24/12-09/30/12	Criminal Minds	1135p-105x											
See MG 59.5,59.6 [N/A DUE PGM CHG - TO PLACE - SA/SU CRIMINAL MINDS LATE]															
5	WEWS	09/24/12-09/30/12	SA/SU Criminal Minds Late	1235a-2a											
(M)	MG	for 59.4,61.4													
6	WEWS	09/30/12-09/30/12	SA/SU Criminal Minds Late	1235a-2a											
(M)	MG	for 59.4,61.4													
Week: 10/01/12	10/07/12	-----	0	\$0.00	0.00										
E 60	WEWS	09/25/12	10/01/12	Numbers	CM	1235-205a	-----S-	:30	1	\$75.00	P-3	0.00	NM	1	\$75.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/24/12	09/30/12	-----S-	1	\$75.00	0.00										
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u>				<u>Start/End Time</u>											
4	WEWS	09/24/12-09/30/12	Numbers	1235-205a											
See MG 60.5 [N/A PGM NOT SCHEDULED]															
5	WEWS	09/24/12-09/30/12	SA/SU Criminal Minds Late	1235a-2a											
(M)	MG	for 60.4 09/29													
Week: 10/01/12	10/07/12	-----	0	\$0.00	0.00										
E 61	WEWS	09/25/12	10/01/12	Criminal Minds	CM	1135p-105x	-----S	:30	1	\$55.00	P-3	0.00	NM	0	\$0.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/24/12	09/30/12	-----S	1	\$55.00	0.00										
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u>				<u>Start/End Time</u>											
4	WEWS	09/24/12-09/30/12	Criminal Minds	1135p-105x											
See MG 59.5,59.6 [N/A DUE PGM CHG - TO PLACE - SA/SU CRIMINAL MINDS LATE]															
Week: 10/01/12	10/07/12	-----	0	\$0.00	0.00										
E 62	WEWS	09/25/12	10/01/12	Numbers	CM	1235-205a	-----S	:30	1	\$75.00	P-3	0.00	NM	0	\$0.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/24/12	09/30/12	-----S	1	\$75.00	0.00										
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u>				<u>Start/End Time</u>											
4	WEWS	09/24/12-09/30/12	Numbers	1235-205a											
See MG 24.9,24.10,24.11 [N/A PGM NOT SCHEDULED]															
Week: 10/01/12	10/07/12	-----	0	\$0.00	0.00										
E 66	WEWS	09/29/12	09/29/12	OSU Football	CM	12p-1130p	-----S-	:30	2	\$6,000.00	P-3	0.00	NM	2	\$12,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/24/12	09/30/12	-----S-	2	\$6,000.00	0.00										
E 70	WEWS	09/29/12	09/29/12	Ohio State Football	CM	12p-1130p	-----S-	:30	1	\$6,000.00	P-3	0.00	NM	1	\$6,000.00



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Hiatus Dates

Original Date / Revision 09/07/12/ 09/21/12

Order Sep 00:20:00

Advertiser **Obama / Democrat / Presid** Product OFA Sked A 09.25-10.01.12 Estimate # **1536**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Totals	Amount
OSU Football																
Ohio State Football																
Start Date		End Date		Weekdays		Spots/Week		Rate		Rating						
Week: 09/24/12		09/30/12		-----S-		1		\$6,000.00		0.00						
E 72	WEWS	09/29/12	09/29/12	NCAA Prime Game	CM	8-1130p		-----S-	:30	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00
Start Date		End Date		Weekdays		Spots/Week		Rate		Rating						
Week: 09/24/12		09/30/12		-----S-		1		\$1,500.00		0.00						
E 76	WEWS	09/25/12	10/01/12	Wednesday Prime A	CM	8-9p		--W---	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
Start Date		End Date		Weekdays		Spots/Week		Rate		Rating						
Week: 09/24/12		09/30/12		---W---		1		\$5,000.00		0.00						
Week: 10/01/12		10/07/12		-----		0		\$0.00		0.00						
E 78	WEWS	09/25/12	10/01/12	Sunday Prime A	CM	7-8p		-----S	:30	1	\$1,600.00	P-3	0.00	NM	1	\$5,000.00
Start Date		End Date		Weekdays		Spots/Week		Rate		Rating						
Week: 09/24/12		09/30/12		-----S		1		\$1,600.00		0.00						
Spot	Ch	Date Range		Description		Start/End Time		Weekdays		Length		Rate		Rtg		
2	/EWS	09/24/12-09/30/12		Sunday Prime A		7-8p		-----Su		:30		\$5,000.00		0.00		
Week: 10/01/12		10/07/12		-----		0		\$0.00		0.00						
E 82	WEWS	09/25/12	10/01/12	LN after Sports	CM	11p-130x		-----S-	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
Start Date		End Date		Weekdays		Spots/Week		Rate		Rating						
Week: 09/24/12		09/30/12		-----S-		1		\$500.00		0.00						
Week: 10/01/12		10/07/12		-----		0		\$0.00		0.00						
E 84	WEWS	09/25/12	09/28/12	M-F 4-5p Dr. OZ	CM	4-5p		-TWTF--	:30	1	\$370.00	P-3	0.00	NM	1	\$370.00
Start Date		End Date		Weekdays		Spots/Week		Rate		Rating						
Week: 09/24/12		09/30/12		-----S-		1		\$370.00		0.00						
E 90	WEWS	09/25/12	10/01/12	Sunday Prime A	CM	7-8p		-----S	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
Start Date		End Date		Weekdays		Spots/Week		Rate		Rating						
Week: 09/24/12		09/30/12		-----S		1		\$5,000.00		0.00						
Week: 10/01/12		10/07/12		-----		0		\$5,000.00		0.00						
E 91	WEWS	09/25/12	10/01/12	SA GMA 8-9a	CM	8-9a		-----S-	:30	2	\$600.00	P-2	0.00	NM	2	\$1,550.00
Start Date		End Date		Weekdays		Spots/Week		Rate		Rating						
Week: 09/24/12		09/30/12		-----S-		2		\$600.00		0.00						
Spot	Ch	Date Range		Description		Start/End Time		Weekdays		Length		Rate		Rtg		
3	/EWS	09/24/12-09/30/12		SA GMA 8-9a		8-9a		-----Sa--		:30		\$775.00		0.00		
4	/EWS	09/24/12-09/30/12		SA GMA 8-9a		8-9a		-----Sa--		:30		\$775.00		0.00		
Week: 10/01/12		10/07/12		-----		0		\$0.00		0.00						
E 92	WEWS	09/30/12	09/30/12	Sunday Prime C	CM	9-10p		-----S	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
Start Date		End Date		Weekdays		Spots/Week		Rate		Rating						
Week: 09/24/12		09/30/12		-----S		1		\$5,000.00		0.00						
E 93	WEWS	09/30/12	09/30/12	SU GMA 8-9A	CM	8-9a		-----S	:30	1	\$600.00	P-2	0.00	NM	1	\$775.00
Start Date		End Date		Weekdays		Spots/Week		Rate		Rating						
Week: 09/24/12		09/30/12		-----S		1		\$600.00		0.00						
Spot	Ch	Date Range		Description		Start/End Time		Weekdays		Length		Rate		Rtg		
1	/EWS	09/24/12-09/30/12		SU GMA 8-9A		8-9a		-----Su		:30		\$775.00		0.00		



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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>		
														Spots	Amount	
E 93	WEWS	09/30/12	09/30/12	SU GMA 8-9A	CM	8-9a	-----S	:30	1	\$600.00	P-2	0.00	NM	1	\$775.00	
				SU GMA 8-9A												
E 99	WEWS	09/29/12	09/29/12	NCAA Prime Game	CM	8-1130p	-----S-	:30	2	\$3,500.00	P-2	0.00	NM	2	\$7,000.00	
				NCAA Prime Game												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	-----S-		2	\$3,500.00			0.00						
N103	WEWS	10/01/12	10/01/12	M-F 1135p-1202a Night	CM	1135p-1207x	M-----	:30	1	\$1,400.00	P-1	0.00	NM	1	\$1,400.00	
				M-F 1135p-1202a Night												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/01/12	10/07/12	M-----		1	\$1,400.00			0.00						
N104	WEWS	09/29/12	09/29/12	SA GMA 8-9a	CM	8-9a	-----S-	:30	1	\$775.00	P-1	0.00	NM	1	\$775.00	
				SA GMA 8-9a												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	-----S-		1	\$775.00			0.00						
														Totals	119	\$133,490.00